

IN THE CLAIMS

1-20. (Withdrawn).

21. (Currently amended) A method for providing at least one offer of an item, the item including at least one of a good and a service, utilizing an electronic communications device enabling communication between an offeror and at least one user of the electronic communications device, comprising the steps of:

establishing communication via the electronic communications device between the offeror and the user to enable the user at least to initiate a given primary transaction therebetween,

obtaining primary transaction data related to the given primary transaction, the primary transaction data including at least data representing an identity of the user and data representing a geographic position of the user,

utilizing the identity of the user to obtain at least a further data element related to the user,

utilizing at least ~~in part~~ the geographic position of the user, the ~~at least~~ further data element, and the identity of the user to determine the ~~at least one~~ offer for the item in real time with the primary transaction, and

offering the item to the user.

22. (Original) The method of claim 21 wherein the electronic communication device is a wireless device.

23. (Original) The method of claim 22 wherein the wireless device is a wireless phone.

24-33. (Withdrawn).

34. (Withdrawn).

35. (Withdrawn).

36. (Original) The method of claim 21 wherein the offer comprises a coupon.

37. (Withdrawn).

38. (Withdrawn).

39. (Previously presented) The method of claim 21, further comprising contacting the user via the electronic communications device to offer the at least one item to the user.

40. (Previously presented) The method of claim 21 wherein the determination of the at least one offer is subject to negative decision criteria.

41. (Withdrawn).

42. (Original) The method of claim 21 wherein the offer is made orally to the user.

43. (Original) The method of claim 21 wherein the offer is made visually to the user.

44. (Previously presented) The method of claim 21, wherein obtaining primary transaction data includes obtaining a geographic identifier representing the geographic position of the user.

45. (Previously presented) The method of claim 44, wherein obtaining the geographic identifier includes obtaining data from a carrier associated with the electronic communications device.

46. (Previously presented) The method of claim 44, wherein obtaining the geographic identifier includes obtaining data from a network associated with the electronic communications device.

47. (Previously presented) The method of claim 44, wherein obtaining the geographic identifier includes obtaining ANI data from a carrier associated with the electronic device.

48. (Previously presented) The method of claim 44, wherein obtaining the geographic identifier includes obtaining the geographic identifier directly from the user.

49. (Previously presented) The method of claim 44, wherein obtaining the geographical identifier includes entering the geographic identifier by an operator.

50. (Previously presented) The method of claim 21, wherein offering the at least one item includes offering at least one item related to an entity that is geographically local to the user.

51. (Withdrawn).

52. (Withdrawn).

53. (Withdrawn).

54. (Withdrawn).

55. (Withdrawn).

5 56. (Withdrawn).

57. (Withdrawn).

58. (Withdrawn).

59. (Withdrawn).

60. (Withdrawn).

10 61. (Withdrawn).

62. (Withdrawn).

63. (Withdrawn).

64. (Withdrawn).

65. (Withdrawn).

15 66. (Withdrawn).

67. (Withdrawn).

68. (Currently amended) A method for providing at least one offer of an item, the item including at least one of a good and a service, utilizing an electronic communications device enabling communication between an offeror and at least one user of the electronic communications device, comprising at least the following:

establishing communication via the electronic communications device between the offeror and the user to enable the user at least to initiate a given primary transaction therebetween relating to at least one of a specific good and a specific service,

25 obtaining primary transaction data related to the given primary transaction, the primary transaction data including at least data representing an identity of at

least one of the specific good and the specific service, data representing an identity of the user, and data representing a geographic position of the user,

obtaining at least a further data element related to the user,

utilizing at least ~~in part~~ the geographic position of the user, the identity of the user, and the ~~at least~~ further data element to determine the ~~at least one~~ offer for the item in real time with the primary transaction, and

offering the item to the user.

69. (Previously presented) The method of claim 68, wherein obtaining primary transaction data includes obtaining data representing an identity of the user.

70. (Previously presented) The method of claim 68, wherein obtaining at least a further data element includes obtaining the further data element based at least in part on data representing an identity of the user.

71. (Previously presented) The method of claim 68, further comprising utilizing at least in part data representing an identity of the user to determine the at least one offer.

72. (Withdrawn).

73. (Withdrawn).

74. (Withdrawn).

75. (Previously presented) The method of claim 68, wherein offering the item to the user includes offering an item determined at least in part by utilizing data representing an identity of the user.

76-197. (Withdrawn).

198. (Previously presented) The method of claim 21, wherein establishing communication via the electronic communications device includes enabling the user at least to initiate a primary transaction for at least one particular good or service sought by the user.

199. (Previously presented) The method of claim 21, wherein establishing communication via the electronic communications device includes enabling the user at least to initiate a primary transaction by the user providing data to a system.

200. (Previously presented) The method of claim 21, wherein establishing communication via the electronic communications device includes enabling the user at least to initiate a primary transaction for at least one particular good or service sought by the user, the primary transaction being initiated by the user providing data to a system.

5 201. (Previously presented) The method of claim 68, wherein establishing communication includes enabling the user at least to initiate a primary transaction relating to at least one of a specific good and a specific service sought by the user.

202. (Previously presented) The method of claim 68, wherein establishing communication via the electronic communications device includes enabling the user at least to
10 initiate the primary transaction by the user providing data to a system.

203. (Previously presented) The method of claim 68, wherein establishing communication via the electronic communications device includes enabling the user at least to initiate a primary transaction for at least one particular good or service sought by the user, the primary transaction being initiated by the user providing data to a system.

15 204. (Previously presented) The method of claim 21, wherein the data representing the geographic position of the user is communicated electronically from the user to the offeror.

205. (Previously presented) The method of claim 204, wherein the data representing the geographic position of the user is communicated electronically from the user to the offeror in real time with the primary transaction.

20 206. (Previously presented) The method of claim 68, wherein the data representing the geographic position of the user is communicated electronically from the user to the offeror.

207. (Previously presented) The method of claim 206, wherein the data representing the geographic position of the user is communicated electronically from the user to the offeror in real time with the primary transaction.

25 208. (Currently amended) The method of claim 21, wherein obtaining primary transaction data includes obtaining both of the data representing the identity of the user and the data representing the geographic position of the user in connection with a single given primary transaction involving a given the user.

209. (Currently amended) The method of claim 21, wherein obtaining primary transaction data includes obtaining the data representing the identity of the user and the data representing the geographic position of the user in connection with a single action taken by the user to initiate contact with a system associated with the offeror~~primary transaction involving a given user.~~

210. (Currently amended) The method of claim 68, wherein obtaining primary transaction data includes obtaining the data representing both of the identity of one of the specific good and service given user and the data representing the geographic position of the given user in connection with a single given primary transaction involving a the given user.

211. (Currently amended) The method of claim 68, wherein obtaining primary transaction data includes obtaining the data representing the identity of ~~one of the specific good and service~~given user and the data representing the geographic position of the user in connection with a single action taken by the user to initiate contact with a system associated with the offeror~~primary transaction involving a the given user.~~

212. (Previously presented) The method of claim 21, wherein obtaining primary transaction data includes using the data representing the identity of the user to obtain the data representing the geographic position of the user.

213. (Previously presented) The method of claim 212, wherein using the data representing the identity of the user includes using ANI data to obtain the data representing the geographic position of the user.

214. (Canceled).

215. (Currently amended) The method of claim ~~68~~214, further comprising using the data representing the identity of the user to obtain the data representing the geographic position of the user.

216. (Previously presented) The method of claim 215, wherein using the data representing the identity of the user includes using ANI data to obtain the data representing the geographic position of the user.

217. (Currently amended) A method for providing at least one offer of an item, the item including at least one of a good and a service, utilizing an electronic communications device

enabling communication between an offeror and a user of the electronic communications device, comprising the steps of:

establishing communication via the electronic communications device between the offeror and the user to enable the user at least to initiate a given primary transaction therebetween,

obtaining primary transaction data during the given primary transaction, the primary transaction data obtained during the given primary transaction including at least data representing an identity of the user and data representing a geographic position of the user, the data representing the identity of the user and the geographic position of the user both being obtained in connection with a single given primary transaction involving the user,

utilizing the data representing the identity of the user to obtain at least a further data element related to the user,

utilizing at least ~~in part~~ the geographic position of the user, the ~~at least~~ further data element, and the identity of the user to determine the ~~at least one~~ offer for the item in real time with the given primary transaction, and

offering the item to the user.

218. (Currently amended) The method of claim 217, wherein obtaining primary transaction data includes obtaining the data representing ~~the~~an identity of the user and the data representing ~~the~~a geographic position of the user in connection with a single action taken by the user to initiate contact with a system associated with the offeror.~~primary transaction.~~

219. (Previously presented) The method of claim 217, wherein obtaining primary transaction information includes using the data representing the identity of the user to obtain the data representing the geographic position of the user.

220-223. (Canceled).